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PATENT

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

ROTHMAN, *et al.*

Serial Number: 09/988,291

Filed: November 19, 2001

Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING
CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING

) Attorney Docket No. 47004.000180

) Examiner: G. Akers

) Group Art Unit: 2761

) Confirmation No. 8456

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AMENDMENT AND RESPONSE TO PAPER NO. 7

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed on May 5, 2003, in the above-referenced patent application, Applicants submit the following amendments and remarks.

REMARKS

The Office Action mailed May 5, 2003, has been carefully reviewed.